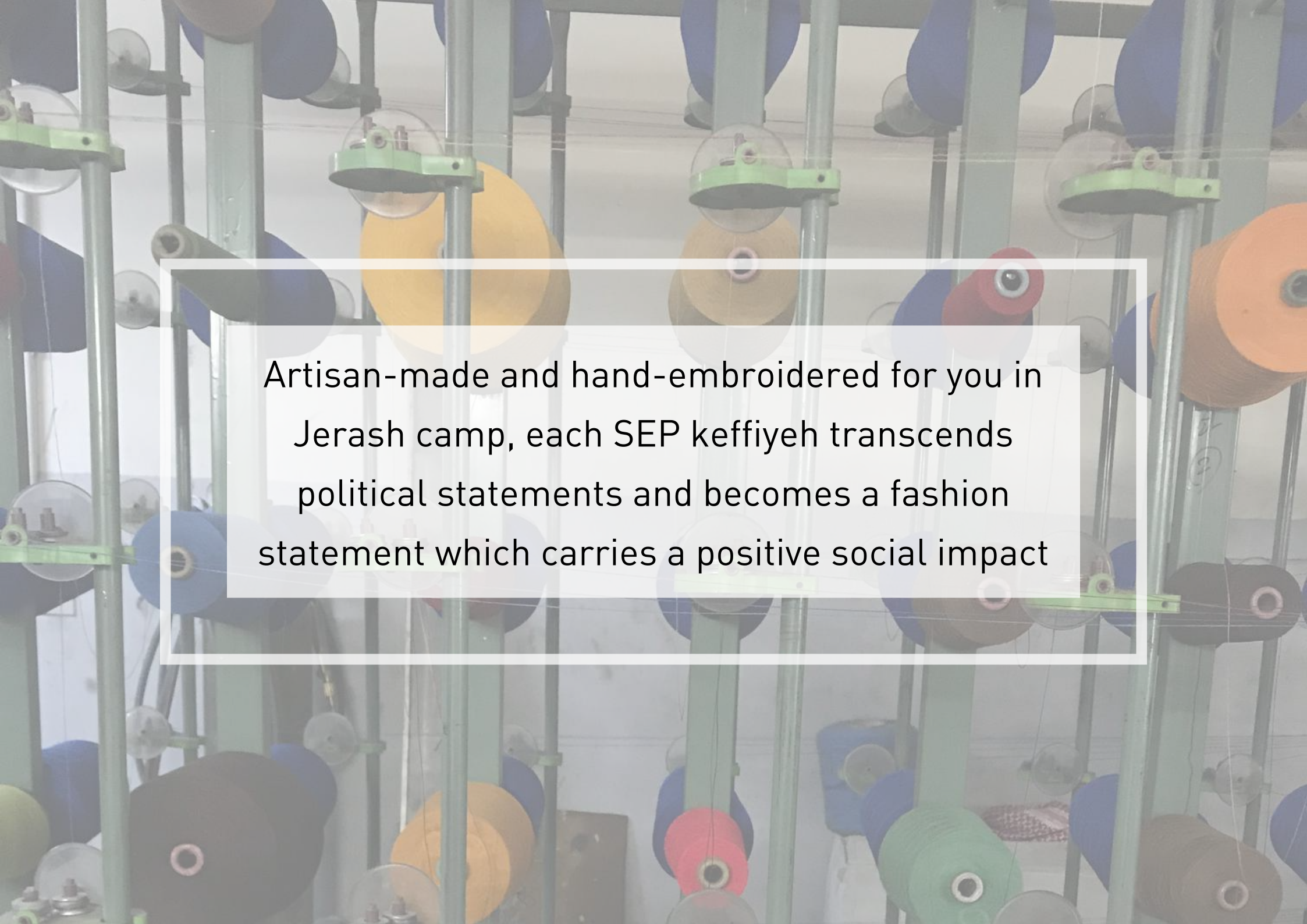




SEP

J O R D A N

THE KEFFIYEH LOOKBOOK



Artisan-made and hand-embroidered for you in Jerash camp, each SEP keffiyeh transcends political statements and becomes a fashion statement which carries a positive social impact

SEP STORY

About SEP

SEP hand-embroidered accessories blend hallmarks of premium Middle Eastern craftsmanship with high quality Italian style. SEP creations are one-of-a-kind, distinguished by their ancient yet contemporary patterns and sophisticated feel

Every stitch tells a story


Each piece is hand embroidered by a single talented artist. Women who continue the time-honoured, cross-stitch technique that has been passed down from generation to generation. The artists who are passionately stitching the unique SEP pieces, happen to be refugees

Our promise: mutual happiness

We provide fortunate consumers access to beautiful, bespoke and elegant lifestyle accessories. Together with the SEP community, we empower less fortunate women who have the skills to create beautiful works of art, with professional, personal and economic stability



Multicolor Keffiyeh green base



We pay attention to detail, from design to technique to production. That's how you create accessories that get the world to pay attention



THE MULTICOLOR KEFFIYEH

The stylish multicolor keffiyeh scarf features a hand embroidered SEP patterns on one corner. The polyester-acrylic mix has been developed to guarantee maximum performance in cold and warm weather alike.

Size: ~110x110cm

Composition: Polyester/Acrylic mix

Care instructions: Delicate machine wash





4 SHADES ON GRAY KEFFIYEH

Unisex and versatile, carry it & wear it all year, treasure it forever. The polyester-acrylic mix has been developed to guarantee maximum performance in cold and warm weather alike.

Size: ~122x122cm

Composition: Polyester/acrylic

Washing instructions: Delicate machine wash







MAY KEFFIYEH

Yemeni-style keffiyeh, each is unique and sells-out fast. This is the style where if you like a piece, you must grab it as it might never re-appear again!





MINI KEFFIYEH

A small triangle shaped Keffiyeh, perfect as neck scarf and head-scarf, as styled by Lina Hadid.

Size: 65x65x110cm

Composition: Polyester/Acrylic mix

Care instructions: Delicate machine wash





BLACK & WHITE "THE CROSS" KEFFIYEH

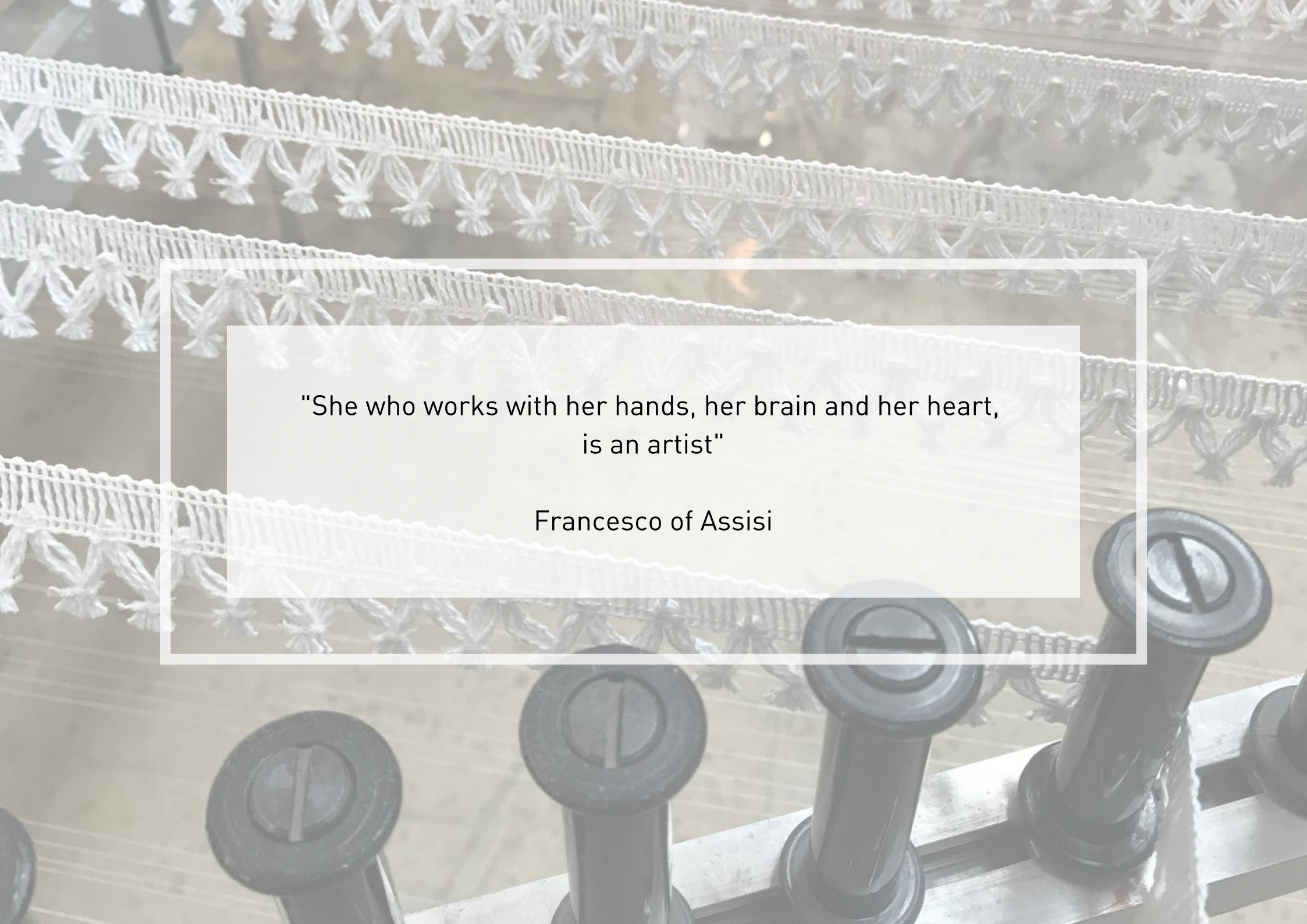
A fashion statement that transcends political, religious, cultural boundaries.

Size: 130x130cm

Composition: Polyester/Acrylic mix

Care instructions: Delicate machine wash





"She who works with her hands, her brain and her heart,
is an artist"

Francesco of Assisi

A close-up portrait of a woman with dark, wavy hair, looking directly at the camera. She is wearing a vibrant, multi-colored keffiyeh (a traditional Middle Eastern headscarf) with a geometric pattern in shades of blue, green, yellow, and red. The keffiyeh has a white base and is finished with long, light brown fringes. The background is a soft, out-of-focus indoor setting with light-colored walls and a wooden floor.

STYLE YOUR KEFFIYEH

Your keffiyeh is versatile and unisex. You can wear it in a lot of different ways:





WHAT STORY ARE YOU WEARING?

SEP

J O R D A N





KEFFIYEH | made in Jordan

SUPPORTING LOCAL

When SEP was just a “Project”, we chose to share with the world the amazing Jordanian culture and craftsmanship. Our first creation, now an iconic fashion statement, was the hand-embroidered keffiyeh.

With origins as a plain headdress meant to protect from the sun in summer, from cold in winter, and from wind and dust in the desert, the keffiyeh is traditionally woven in black or red thread in several well-established patterns. We developed new color combinations with our Jordanian supplier, to bring you more options and the perfect addition to every outfit.

Our supplier is one of the very last local producers of keffiyeh: a Swiss-trained fabric engineer, he developed an artificial fibers based fabric, which delivers the perfect performance in the extreme desert conditions. This is why the keffiyeh is the only non-natural-fiber-based product across the SEP product range: because of its technical performance and the importance of local sourcing. The SEP Product Development team is hard at work to develop a natural-fiber based keffiyeh, which does not compromise on performance: stay tuned!

THE SEP ARTISTS

5 of the 500+ superheroes behind the brand



Asma

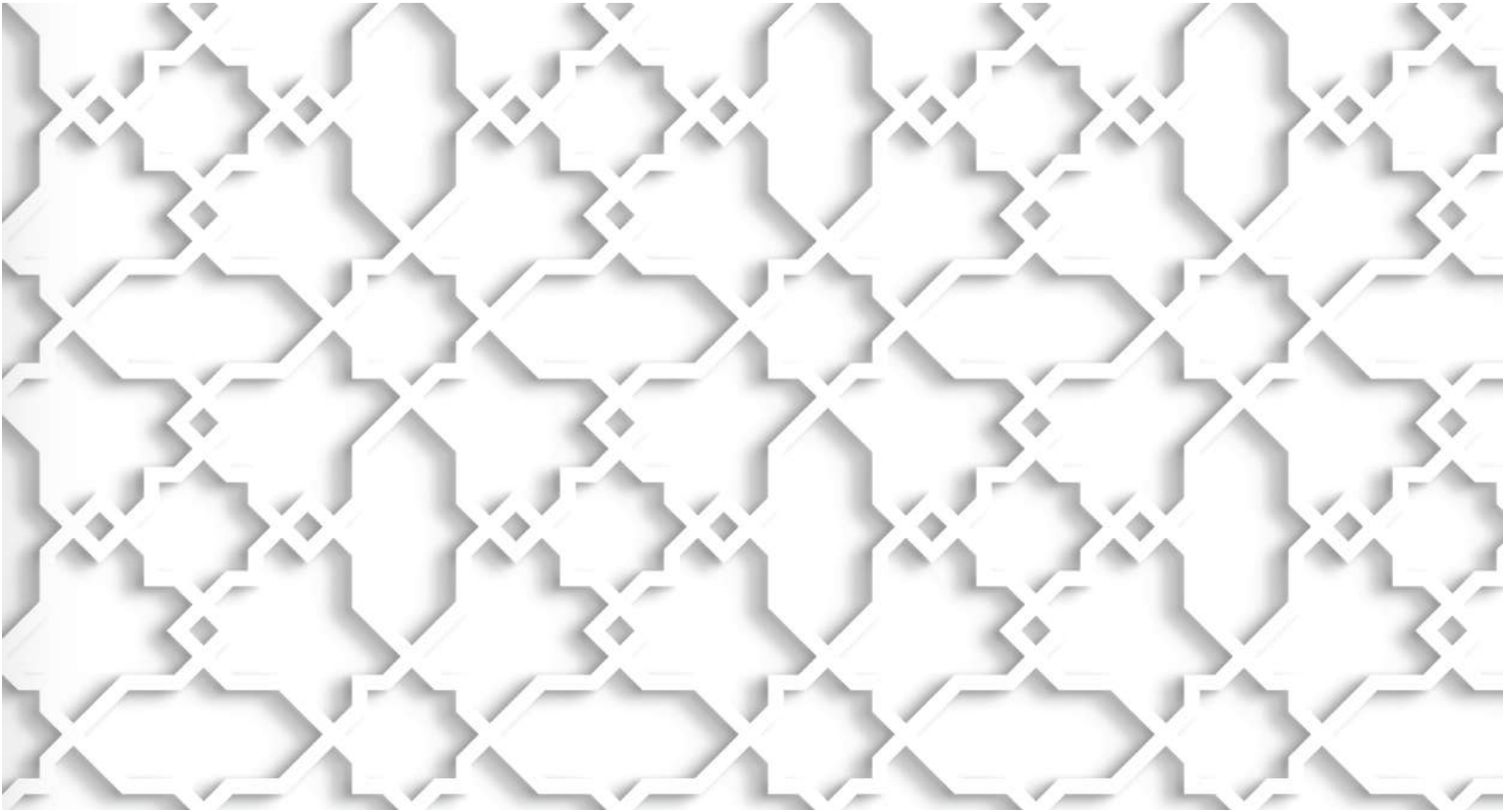
Nawal

Fatima

Asma

Najah

At the SEP workshop



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